## CLAIMS

**1.** One or more computer readable media having stored thereon a plurality of instructions that, when executed by one or more processors, causes the one or more processors to perform acts including:

selecting a portion of a digital good;

selecting another portion of the digital good, wherein the other portion is to be encrypted; and

using the portion as a substitution box (S-box) when encrypting the other portion.

**2.** One or more computer readable-media as recited in claim 1, wherein the entire digital good is to be encrypted.

**3.** One or more computer readable media as recited in claim 1, wherein the using comprises determining, for each group of bits of the other portion, a new group of bits based on the portion.

**4.** One or more computer readable media as recited in claim 1, wherein the using comprises using bits of the portion to determine a substitution sub-portion for each sub-portion in the other portion.

**5.** One or more computer readable media as recited in claim 4, wherein the sub-portion comprises a byte.

**6.** One or more computer readable media as recited in claim 1, wherein the digital good comprises a software program.

**7.** One or more computer readable media as recited in claim 1, wherein the digital good includes video content.

**8.** A method comprising:

selecting a segment of a digital good;

selecting another segment of the digital good, wherein the other segment is to be encrypted using an encryption process; and

mapping, as at least part of the encryption process, values within the other segment to new values based on the segment.

**9.** A method as recited in claim 8, wherein the entire digital good is to be encrypted by the encryption process.

**10.** A method as recited in claim 8, wherein the mapping comprises using the segment as a substitution box (S-box) during the encryption process.

**11.** A method as recited in claim 8, wherein the mapping comprises determining, for each group of bits of the other segment, a new group of bits based on the segment.

**12.** A method as recited in claim 8, wherein the mapping comprises using bits of the segment to determine a new value for each value in the other segment.

**13.** A method as recited in claim 8, wherein the digital good comprises a software program.

**14.** A method as recited in claim 8, wherein the digital good includes video content.

**15.** A method as recited in claim 8, wherein the encryption process uses a Data Encryption Standard (DES) cipher.

**16.** One or more computer-readable memories comprising computer-readable instructions that, when executed by a processor, direct a computer system to perform the method as recited in claim 8.

**17.** A method comprising:

using at least a portion of a digital good as a substitution box (S-box).

**18.** A method as recited in claim 17, wherein the using comprises using the portion of the digital good as a substitution box to encrypt another portion of the digital good.

**19.** A method as recited in claim 18, wherein the using comprises determining, for each group of bits of the other portion, a new group of bits based on the portion.

**20.** A method as recited in claim 18, wherein the using comprises using a bit pattern of the portion to determine a substitution value for each value in the other portion.

**21.** A method as recited in claim 17, wherein the digital good comprises a software program.

**22.** A method as recited in claim 17, wherein the digital good includes video content.

**23.** A method as recited in claim 17, wherein the using comprises using the substitution box as part of a Data Encryption Standard (DES) cipher.

**24.** One or more computer-readable memories comprising computer-readable instructions that, when executed by a processor, direct a computer system to perform the method as recited in claim 17.

**25.** A production system, comprising:

a memory to store an original program; and

a production server equipped with a substitution box (S-box) protection tool that is used to augment the original program for protection purposes, the

production server being configured to identify a first segment in the original program and use the first segment as an S-box when encrypting a second segment of the original program.

**26.** A production system as recited in claim 25, wherein the production server is further configured to use the first segment as an S-box by determining, for each group of bits of the second segment, a new group of bits based on the first segment.

**27.** A production system as recited in claim 25, wherein the production server is further configured to use the first segment as an S-box by using bits of the first segment to determine a substitution value for each value in the second segment.

**28.** A production system as recited in claim 25, wherein the production server is to encrypt the entire digital good.

**29.** A production system as recited in claim 25, wherein the digital good includes one or more of: a software program, audio content, and video content.

**30.** A production system as recited in claim 25, wherein the production server uses a Data Encryption Standard (DES) cipher to encrypt the second segment.

**31.** A client-server system, comprising:

a production server to use a portion of a first digital good as a substitution box (S-box) in encrypting at least a portion of a second digital good to produce a protected digital good; and

a client to store and execute the protected digital good, the client being configured to evaluate the protected digital good to determine whether the protected digital good has been tampered with.

**32.** A client-server system as recited in claim 31, wherein the first digital good and the second digital good are the same digital good.

**33.** One or more computer readable media having stored thereon a plurality of instructions that, when executed by one or more processors, causes the one or more processors to perform acts including:

decrypting at least a portion of a digital good by using another portion of the digital good as a substitution box (S-box).

**34.** One or more computer readable media as recited in claim 33, wherein the decrypting is based at least in part on a Data Encryption Standard (DES) cipher.

**35.** One or more computer readable media as recited in claim 33, wherein the decrypting comprises using bits of the other portion to determine a substitution value for each value in the portion.

**36.** One or more computer readable media as recited in claim 33, wherein the digital good includes one or more of: a software program, audio content, and video content.